



June 07, 2022

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **BCG**

Dear Madam / Sir,

Sub: Investor Presentation

We are enclosing a copy of the Investor presentation and the same is proposed to be made available to the investor and analyst community.

This presentation is also uploaded on the website of the company at www.brightcomgroup.com under the investor's section.

We request you to take note of this and disseminate this presentation to the shareholder community.

Thanking you.

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: as above





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COMPANY PRESENTATION

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BUSINESS OVERVIEW

Brightcom Group, formerly named Lycos Internet Limited, is a Global AdTech and software development company headquartered in Hyderabad, India, engaged in providing technology solutions to the digital advertisement, marketing and information management sectors through tech, new media, and the internet of things (IOT) based businesses.



Consolidated annual revenues were at **Rs 5019 crores** and a PAT of **Rs 912.2 crores**



Consolidated revenues rose **75.8%** YOY and PAT by **88.86%** YOY and EBITDA rose **69.78%** YOY



Return on Equity (ROE) pegged at **17.23 %** and Operating Free Cash flow of **Rs 287 crores**.



Suggested **Dividend** of **Rs 60.54 crores**. Payout ratio of about **7%**

OVERVIEW OF SERVICES



Brightcom Group is a leading global provider of comprehensive online or digital marketing services to a variety of end user clients, including, but not limited to, direct marketers, brand advertisers and marketing agencies, offering unparalleled access to billions of Internet consumers on their vast network of name-brand publishers across the world. Brightcom has 25 operating AdTech units which provide services that harness the complexity, interactivity and dynamic nature of the internet with the objective of delivering AdTech solutions and the most successful advertising campaigns for its clients. Brightcom achieves this by selling targeted and measurable online advertising campaigns and programs for advertisers and advertising agency clients, generating client leads, online sales and increased brand recognition on their behalf with online consumers globally.

Serving some biggest brands worldwide:



We work with over 200 Ad agencies across the globe.

Some of the leading agencies include:



We deliver the digital campaigns through more than

48,000 publishers and following major channels of traffic:





Suresh Reddy, Chairman & CEO

An entrepreneur with a commitment to building high value businesses. Responsible for the overall growth of the business. M. S. in Engineering from the Iowa State University and a B. Tech. in Mechanical Engineering from the Indian Institute of Technology, Kharagpur, India.



Vijay Kancharla, Chief Innovation Officer

He is responsible for the company's worldwide technology enhancements and innovations. M. S. in Computer Science from the University of Louisville and a B. Tech. from the Jawaharlal Nehru Technological University, Hyderabad, India.



Brad Cohen, Chief Strategy Officer & President

He is responsible for defining and driving the strategic initiatives at Brightcom Group. He has founded and managed more than ten successful ventures and has a deep understanding of the global Internet marketplace. Brad received a BA from the University of Missouri in Marketing & Political Science.



Peshwa Acharya, President

He is responsible for the Corporate Strategy & Communications. An industry veteran, He has a vast experience of around 29 years across FMCG, Retail, Telecom, E-Commerce, Hospitality and Education domains. An alumnus of IIT Kharagpur and IIM Calcutta.



Jacob Nizri, President

Directs the core divisions of Brightcom - lead the business activities, market definition, and Operations for services and product lines. He holds two Bachelor degrees in Management & Information Technologies and Computer Education.



Satish Cheeti, President & Division Chief - Brightcom Audio

He Leads the Digital Audio Business. The co-founder & COO of the data sciences and ML division of Cyient Limited. At Price water house Coopers - he was advising various Fortune 50 companies' CEOs on strategy & operations Satish holds MBA & Engineering degree from the University of Michigan & Texas A&M University



Krishna Sudun, GM, Indian Operations

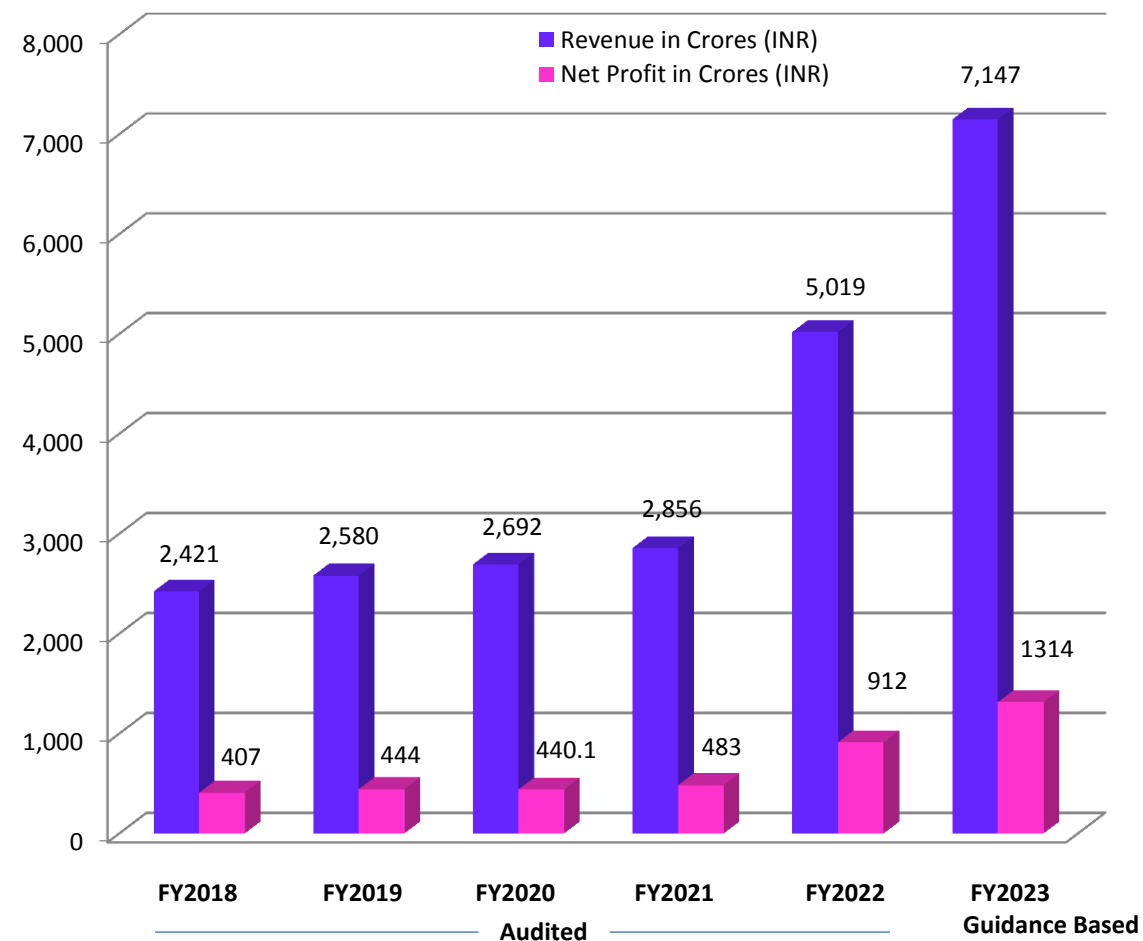
Krishna heads the Indian Operations of Brightcom Group's advertising & media division. A seasoned professional with years of industry experience in aggressively growing Internet businesses. Krishna holds a Bachelor's Degree in Engineering from the Jawaharlal Nehru Technological University.

Financial Overview

(INR, Rs. Crores)	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023 GUIDANCE
12 Mon. Ending	31-03-2018	31-03-2019	31-03-2020	31-03-2021	31-03-2022	31-03-2023
Revenue	2,421	2,580	2,692	2,856	5,019	6917 - 7377
Growth %, YoY	-1.2	6.6	4.3	6.1	75.80%	
EBITDA	713.3	756.8	803	886.2	1,504	1943 - 2105
Margin %	29.5	29.4	29.3	30.3	69.70%	
PAT	407	444	440	483	912	1282 - 1346
Margin %	31	27	29	27	88.81%	
EPS in Rs	4.1	4.47	4.44	4.57	4.52	6.41 - 6.73
Total Debt/EV					0.0x	
EV/Sales					2.21	
EV/EBITDA					7.3	

*EPS is in Rupees

Historic Perspective



The main drivers of revenue growth were

- Overall growth of the digital marketing spend across the globe
- Agencies saw 54% year-over-year growth from 2020 to 2021. They are project a whopping 68% average growth in 2022.
- Improved eCPMs continue to contribute to increasing the budgets.
- Client acquisition and retention were better in 2021 than in 2020.

Updates

- Signed a letter of Intent to acquire Digital Audio company to improve our Audio advertising footprint in the US.
The Due Diligence of finances and legal side just got completed. Legal agreement work is in progress.
- Brightcom opened an office in Berlin, in line with its focused growth strategy for the EU region.
- Launched Blocal Exchange.
- In January, Brightcom became a pre-bid member.
- Launched Brightcom Video Player.
- In February, B-Finance was launched.
- Compass platform was relaunched with newer features.
- In April, we announced partnership with Intent IQ.





Compass and Brightcom the technological brains - a proprietary technology, designed and developed with a main objective of offering an end-to-end solution.

- Demographics, interests, & habits of the people viewing & interacting with your ads
- Efficient in-house video and display Ads - constantly evolving and dynamic platform
- Easy Tag integration & maximum yield over video & display, both mobile & desktop
- Real-Time Bidding, Header Bidding & Advanced Hybrid Solutions with best in class features.
- Filtering Technology is for removing the BOT based traffic.



Blocal is a local news audience exchange

- Providing advertisers with direct access to its customer base
- Unique monetization tools for relevant publishers
- Advanced AI platform at its heart
- Offers advertisers an alternative Programmatic Ads
- Brand Trust by advertising on Local News Sites Premium inventory, simple integrations and high viewability rates



AudienciAD Video, Display and Mobile on a single platform.

- All SSPs and exchanges merged into a single solution.
- Ad Exchanges connected to the platform 92 percent coverage in LATAM.
- 91 percent coverage in US Hispanics
- Connection with all SSPs, real-time purchase, purchasing capacity
- Evaluation of results in real time
- Real-time reporting, and the ability to learn from each campaign to improve results with full transparency.



VoloMP is high-performance emails delivery platform

- Provides control & flexibility with regard to Email campaigns
Scheduling & Reporting
- Enabling to target customers better, save time and money setting up campaigns
- Collect & measure detailed customer response data
- Customizable to suit your mailing strategy
- Easy data list management and keep your IPs healthy



BCG was recognized as the “**Biggest Value Gainer**” across India by Burgundy Private **Hurun India 500 List, 2021**.



Dividend payout of **Rs 60.54 crores** to reward its shareholders. A dividend payout ratio of approx **7%**.



Component of Nifty Alpha 50, which tracks the performance of 50 stocks with high Alphas.



235 Rank in NSE 500



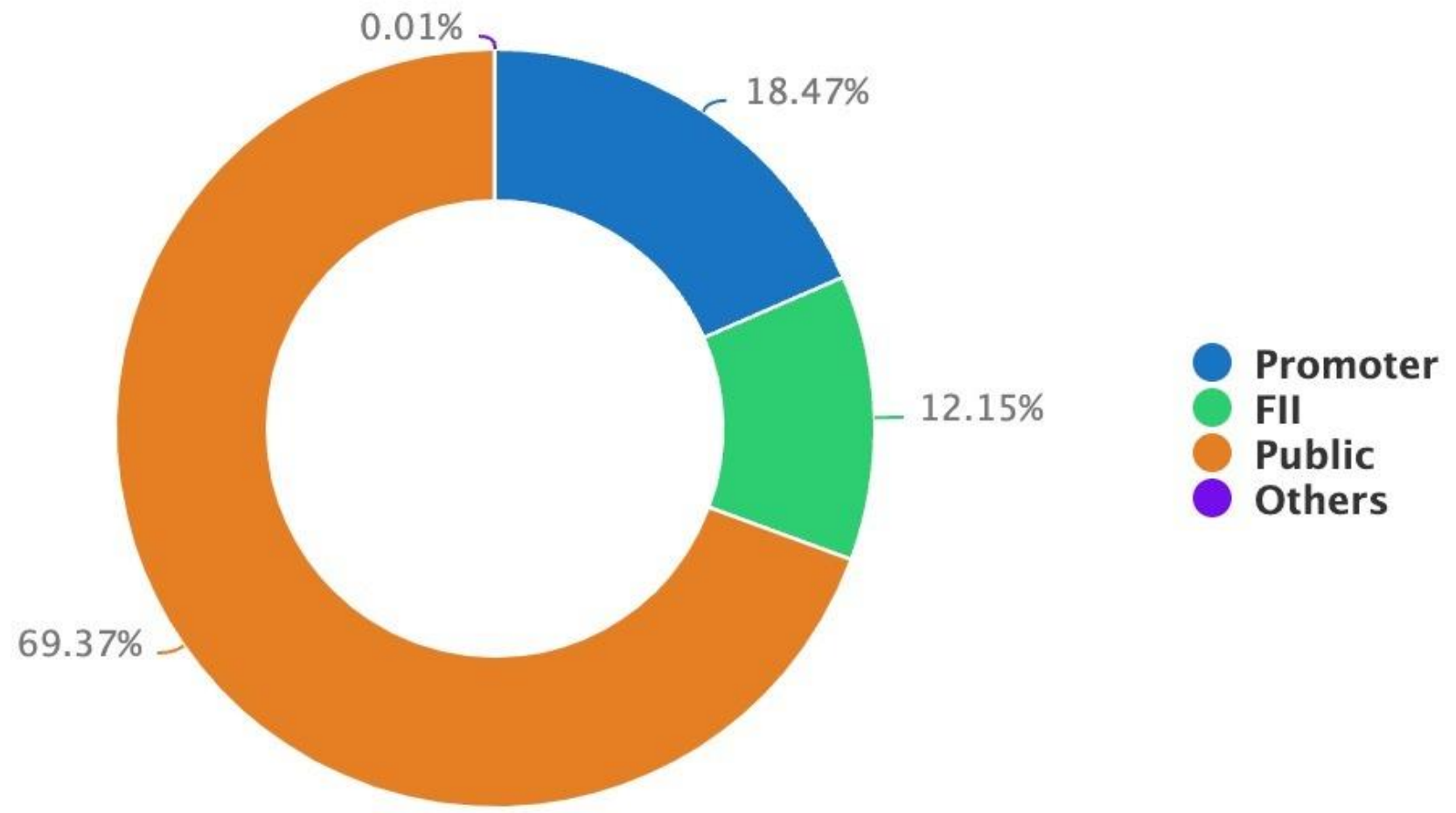
MSCI (Morgan Stanley Capital International).



Multi-fold increase to **3 Lakh+ shareholders**



S&P BSE 500

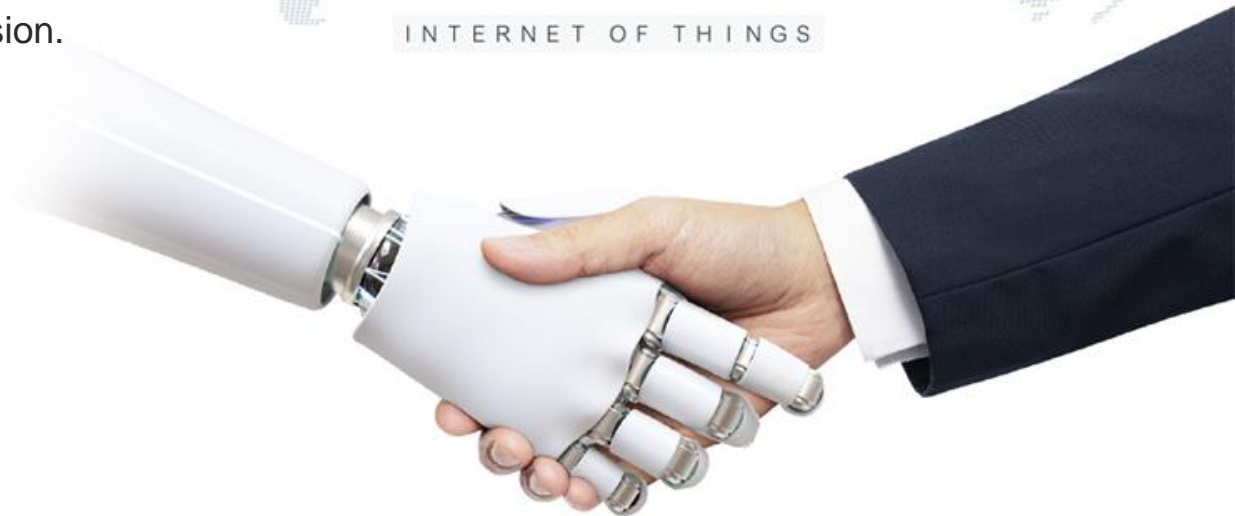
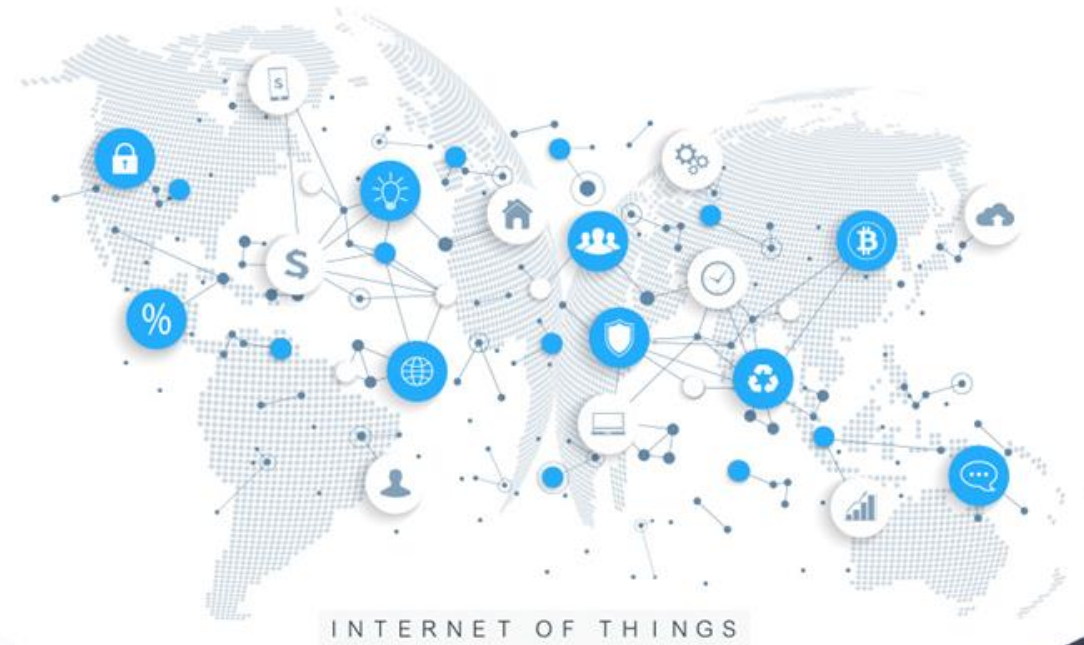


1. GOLDMAN SACHS INVESTMENTS (MAURITIUS) I LTD
2. NORTHERN TRUST COLLECTIVE EMERGING MARKETS SMALL CAP INDEX FUND- NON LENDING
3. ACCURATE MARK INVEST PVT LTD
4. STICHTING DEPOSITARY APG EMERGING MARKETS EQUITY POOL
5. TIAA-CREF QUANT INTERNATIONAL SMALL-CAP EQUITY FUND
6. EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX NON-LENDABLE FUND
7. ISHARES MSCI EM SMALL CAP UCITS ETF
8. COPTHALL MAURITIUS INVESTMENT LIMITED - ODI ACCOUNT
9. FIDELITY SALEM STREET TRUST FIDELITY TOTAL INTERNATIONAL INDEX FUND
10. MERCER QIF FUND PLC- MERCER INVESTMENT FUND 1
11. ISHARES IV PUBLIC LIMITED COMPANY- ISHARES MSCI EM IMI ESG SCREENED UCITS ETF
12. SANTANDER PREMIUM FUND PACIFIC BASIN EX JAPAN EQUITIES
13. AMALABH INDIA DIVERSIFIED GROWTH FUND
14. AEGIS INVESTMENT FUND
15. MOTILAL OSWAL NIFTY 500 FUND
16. CALYPSO GLOBAL INVESTMENT FUND
17. CITRUS GLOBAL ARBITRAGE FUND
18. CONNECOR INVESTMENT ENTERPRISE LTD
19. ISHARES CORE EMERGING MARKETS MAURITIUS CO
20. WISDOMTREE INDIA INVESTMENT PORTFOLIO, INC.
21. VANGUARD FTSE ALL-WORLD EX-US SMALL-CAP INDEXFUND
22. CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTEM
23. EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND
24. STATE STREET EMERGING MARKETS SMALL CAP ACTIVE NON-LENDING QIB COMMON TRUST FUND
25. COLLEGE RETIREMENT EQUITIES FUND - STOCK ACCOUNT
26. STATE STREET GLOBAL SMALL CAP EQUITY EX-U.S. INDEX NON-LENDING SERIES FUND
27. SPDR PORTFOLIO EMERGING MARKETS ETF
28. CITY OF NEW YORK GROUP TRUST
29. SPDR S AND P EMERGING ASIA PACIFIC ETF
30. EMPLOYEES RETIREMENT SYSTEM OF TEXAS - SELF MANAGED PORTFOLIO
31. AMERICAN CENTURY ETF TRUST-AVANTIS EMERGING MARKETS EQUITY ETF
32. ISHARES MSCI EMERGING MARKETS SMALL-CAP ETF
33. NBIMC LOW VOLATILITY EMERGING MARKETS EQUITY FUND
34. VANGUARD TOTAL WORLD STOCK INDEX FUND
35. SPDR S&P EMERGING MARKETS SMALL CAP ETF
36. GMO IMPLEMENTATION FUND A SERIES OF GMO TRUST
37. STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX SECURITIES LENDING FUND
38. STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX NON-LENDING COMMON TRUST FUND
39. EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND B
40. CLIVIA INVESTMENTS LIMITED
41. GMO BENCHMARK - FREE FUND, A SERIES OF GMO TRUST
42. EMERGING MARKETS SUSTAINABILITY CORE 1 PORTFOLIO
43. GOLDMAN SACHS (SINGAPORE) PTE. - ODI
44. AMERICAN CENTURY ETF TRUST - AVANTIS EMERGING MARKETS EQUITY FUND
45. INTERNATIONAL MONETARY FUND
46. GMO GLOBAL REAL RETURN (UCITS) FUND, A SUB-FUND OF GMO FUNDS PLC
47. ACADIAN EMERGING MARKETS EQUITY UCITS
48. RUSSELL INVESTMENT COMPANY PLC - ACADIAN EMERGING MARKETS EQUITY UCITS II
49. FLORIDA RETIREMENT SYSTEM - AQR CAPITAL MANAGEMENT, LLC
50. SSGA SPDR ETFS EUROPE I PUBLIC LIMITED COMPANY - SPDR MSCI EMERGING MARKETS SMALL CAP UCITS ETF
51. STATE STREET GLOBAL ALL CAP EQUITY EX-US INDEX PORTFOLIO
52. EMERGING MARKETS TARGETED VALUE PORTFOLIO
53. QSUPER MANAGED BY STATE STREET GLOBAL ADVISORS, AUSTRALIA LIMITED - SUQP
54. KOTAK MAHINDRA TRUSTEESHIP SERVICES LIMITED
55. THE EMERGING MARKETS SMALL CAP SERIES OF THE DFA INVESTMENT TRUST COMPANY
56. SPDR PORTFOLIO MSCI GLOBAL STOCK MARKET ETF
57. EMERGING MARKETS TARGETED VALUE FUND OF THE DIMENSIONAL FUNDS II PUBLIC LIMITED COMPANY
58. AMERICAN CENTURY ETF TRUST-AVANTIS EMERGING MARKETS VALUE ETF
59. EMERGING MARKETS EX CHINA CORE EQUITY PORTFOLIO OF DFA INVESTMENT DIMENSIONS GROUP INC.
60. WORLD EX U.S. TARGETED VALUE PORTFOLIO OF DFA INVESTMENT DIMENSIONS GROUP INC.
61. VANGUARD INVESTMENTS FUNDS ICVC-VANGUARD FTSE GLOBAL ALL CAP INDEX FUND
62. ALASKA PERMANENT FUND
63. VIRGINIA RETIREMENT SYSTEM MANAGED BY ACADIANASSET MANAGEMENT
64. MENTOR FUNDS DISTRIBUTORS PRIVATE LIMITED
65. ICICI PRUDENTIAL SMALLCAP INDEX FUND
66. TRUSTLINE SECURITIES LIMITED

67. SSGA SPDR ETFS EUROPE I PUBLIC LIMITED COMPANY - SPDR MSCI ACWI IMI UCITS ETF
68. DIMENSIONAL EMERGING MARKETS CORE EQUITY 2 ETF OF DIMENSIONAL ETF TRUST
69. DELA DEPOSITARY & ASSET MANAGEMENT B.V. AS RESPONSIBLE ENTITY TO DELA EQUITY FUND 5
70. NORTHERN TRUST COMMON ALL COUNTRY WORLD EX-US INVESTABLE MARKET INDEX FUND-NON LENDING
71. STATE STREET GLOBAL ADVISORS LUXEMBOURG SICAV - STATE STREET EMERGING MARKETS SMALL CAP ESG SCREENED EQUITY FUND
72. JUPITER ALTERNATIVE INVESTMENT FUND I .
73. VANGUARD EMERGING MARKETS STOCK INDEX FUND, A SERIES OF VANGUARD INTERNATIONAL EQUITY INDEX FUNDS
74. GOVERNMENT PENSION FUND GLOBAL
75. NORTHERN TRUST COLLECTIVE EMERGING MARKETS EX CHINA INVESTABLE MARKET INDEX FUND - NON-LENDING
76. VANGUARD FIDUCIARY TRUST COMPANY INSTITUTIONAL TOTAL INTERNATIONAL STOCK MARKET INDEX TRUST
77. GMO GLOBAL EQUITY ALLOCATION INVESTMENT FUND, A SUB-FUND OF GMO FUNDS PLC
78. ST. JAMES'S PLACE BALANCED MANAGED UNIT TRUST MANAGED BY GRANTHAM, MAYO, VAN OTTERLOO & CO. LLC
79. MERCER QIF FUND PLC-MERCER INVESTMENT FUND 1
80. VANGUARD FIDUCIARY TRUST COMPANY INSTITUTIONAL TOTAL INTERNATIONAL STOCK MARKET INDEX TRUST II
81. EMERGING MARKETS CORE EQUITY PORTFOLIO (THE PORTFOLIO) OF DFA INVESTMENT DIMENSIONS GROUP INC. (DFAIDG)
82. EMERGING MARKETS CORE EQUITY FUND OF DIMENSIONAL FUNDS ICVC
83. TRUSTHOUSE SECURITIES PRIVATE LIMITED
84. ICICI PRUDENTIAL S&P BSE 500 ETF
85. AMERICAN CENTURY ETF TRUST-AVANTIS RESPONSIBLE EMERGING MARKETS EQUITY ETF
86. BRIDGEWAY EMERGING MARKETS SMALL CAP FUND (MASTER), LTD
87. CALIFORNIA STATE TEACHERS RETIREMENT SYSTEM - AQR CAPITAL MANAGEMENT, LLC 1
88. SPDR MSCI ACWI IMI ETF
89. MOTILAL OSWAL NIFTY SMALLCAP 250 INDEX FUND
90. NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA NIFTY SMALL CAP 250 INDEX FUND
91. KOTAK MAHINDRA TRUSTEE CO LTD A/C KOTAK NIFTY ALPHA 50 ETF
92. PUBLIC EMPLOYEES RETIREMENT SYSTEM OF OHIO
93. STATE STREET MSCI ACWI EX USA IMI SCREENED NON-LENDING COMMON TRUST FUND
94. MORGAN STANLEY ASIA (SINGAPORE) PTE. - ODI
95. MARSHALL WACE INVESTMENT STRATEGIES - MARKET NEUTRAL TOPS FUND
96. UBS PRINCIPAL CAPITAL ASIA LTD
97. PUBLIC EMPLOYEES RETIREMENT ASSOCIATION OF COLORADO
98. BOFA SECURITIES EUROPE SA - ODI
99. INTEGRATED CORE STRATEGIES ASIA PTE LTD
- 100.VANGUARD TOTAL INTERNATIONAL STOCK INDEX FUND



- Brightcom's Future Technologies division focuses heavily on **Artificial Intelligence (AI)** & **Machine Learning (ML)**, leveraging its deep connections with universities and industry experts for its customers
- Working with Fortune 1000 companies in the field of retail, agriculture, medicine, and industry 4.0
- Through machine learning and artificial intelligence services, Brightcom is uniquely positioned to create groundbreaking applications at an unparalleled speed, affordability, with higher accuracy and precision.
- IOT continues to be an area of development under this division. As AR/VR - metaverses pick momentum, we are actively developing AdTech Solutions around them.





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Thank You